

**CLAIMS**

The following listing of claims lists all of the pending claims, and supersedes all prior listings, and versions, of claims in this application.

**LISTING OF CLAIMS:**

1-4. (Canceled)

5. (Currently amended) The ~~method~~system of claim ~~56~~[[1]], further comprising ~~a plurality of groups and a plurality of relationships between said listings and said groups, wherein influencing the position of at least one said listing in said plurality of listings within said response is influenced by at least one said relationship between said plurality of listings and a plurality of groups of listings.~~

6. (Currently amended) The ~~method~~system of claim ~~56~~[[1]], ~~wherein further comprising influencing said position adjustment factor is influenced by said search term.~~

7. (Currently amended) The ~~method~~system of claim 6, ~~wherein further comprising influencing said search term by influences the magnitude of said position adjustment factor.~~

8. (Currently amended) The ~~method~~system of claim ~~6~~[[1]], ~~wherein the position adjustment factor is one of further comprising a plurality of position adjustment factors, the method further comprising using wherein said search term is used by said response subsystem to selectively identify at least one said position adjustment factor.~~

9. (Currently amended) The ~~method~~system of claim ~~56~~[[1]], ~~further comprising a representation of a relationship between an advertiser and an administrative organization, wherein further comprising influencing said position adjustment factor is influenced by said relationship between an advertiser and an administrative organization.~~

10. (Currently amended) The ~~method~~system of claim 9, further comprising ~~a length of time,~~  
~~wherein influencing~~ said position adjustment factor is ~~influenced by~~ asaid length of time relating to said relationship.
11. (Currently amended) The ~~method~~system of claim 9, further comprising ~~a number of listings,~~  
~~wherein influencing~~ said position adjustment factor is ~~influenced by~~ asaid number of listings relating to said relationship.
12. (Currently amended) The ~~method~~system of claim 9, further comprising ~~a lifetime fee total,~~  
~~wherein influencing~~ said position adjustment factor is ~~influenced by~~ asaid lifetime fee total relating to said relationship.
13. (Currently amended) The ~~method~~system of claim 9, further comprising ~~a non-lifetime fee total,~~  
~~wherein influencing~~ said position adjustment factor is ~~influenced by~~ asaid non-lifetime fee total relating to said relationship.
14. (Currently amended) The ~~method~~system of claim 56[[1]], further comprising a bid amount, wherein said position adjustment factor is not influenced by ~~asaid~~ bid amount.
15. (Canceled)
16. (Currently amended) The ~~method~~system of claim 56[[1]], further comprising influencing  
~~wherein~~ said position adjustment factor is ~~influenced by~~ a time of year.
17. (Canceled)
18. (Currently amended) The ~~method~~system of claim 56[[1]], ~~further comprising a fixed fee~~  
~~value,~~ wherein at least one of said listings in said plurality of listings is associated with ~~asaid~~ fixed fee value.

19. (Currently amended) The ~~method~~system of claim 18, wherein said affiliated listing is associated with said fixed fee value.

20. (Currently amended) The ~~method~~system of claim 56[[1]], ~~further comprising an enhanced display fee value,~~ wherein at least one of said listings in said plurality of listings is associated with ~~an~~said enhanced display fee value.

21. (Currently amended) The ~~method~~system of claim 20, wherein said affiliated listing is not associated with said enhanced display fee value.

22. (Currently amended) The ~~method~~system of claim 56[[1]], ~~further comprising a plurality of per-hit fee values,~~ wherein at least one of said listings in said plurality of listings is associated with at least one ~~of said~~ per-hit fee values.

23. (Currently amended) The ~~method~~system of claim 22, wherein said affiliated listing is associated with the at least one ~~of said~~ per-hit fee values.

24. (Currently amended) The ~~method~~system of claim 22, wherein each said listing is associated with the at least one ~~of said~~ per-hit fee values.

25. (Currently amended) The ~~method~~system of claim 24, wherein said plurality of listings are not ordered in accordance with the at least ones~~said~~ per-hit fee values.

26. (Currently amended) The ~~method~~system of claim 56[[1]], ~~further comprising a plurality of priority metrics,~~ wherein each said listing in said plurality of listings is associated with at least one priority metric, the method further comprising ordering~~wherein said listings are ordered~~ in accordance with said at least one priority metric, and influencing~~wherein said priority metric for said affiliated listing is influenced~~ by said position adjustment factor.

27. (Currently amended) The ~~method~~system of claim 26, ~~further comprising an enhanced display fee value~~, wherein no said at least one priority metric for said listing is influenced by said enhanced display fee value.
28. (Currently amended) The ~~method~~system of claim 26, further comprising ~~a per-hit fee value and a fixed fee value~~, wherein ~~influencing~~ said at least one priority metric ~~is influenced~~ by said per-hit fee value, and ~~wherein influencing~~ said at least one priority metric ~~is influenced~~ by said fixed fee value.
29. (Currently amended) The ~~method~~system of claim 26, further comprising influencing a category factor, wherein said at least one priority metric ~~is influenced~~ by said category factor.
30. (Currently amended) The ~~method~~system of claim 26, further comprising influencing a geography factor, wherein said at least one priority metric ~~is influenced~~ by said geography factor.
31. (Currently amended) The ~~method~~system of claim 56[[1]], ~~further comprising a plurality of priority metrics and a plurality of groups~~, wherein each said listing is associated with at least one priority metric and one group, the method further comprising influencing wherein said at least one priority metric for said affiliated listing ~~is influenced~~ by said position adjustment factor.
32. (Currently amended) The ~~method~~system of claim 31, ~~wherein further comprising influencing~~ said at least one priority metric ~~is influenced~~ by said search term.
33. (Currently amended) The ~~method~~system of claim 31, ~~wherein further comprising influencing~~ said at least one group ~~is influenced~~ by said search term.
34. (Currently amended) The ~~method~~system of claim 31, ~~further comprising a subset of listings~~, wherein said subset of listings share an association with a common one of said groups, the method

further comprising ordering said subset of listings ~~and are ordered~~ in accordance to the priority metrics corresponding to said listings in said subset.

35-36. (Canceled)

37. (Currently amended) The ~~method~~system of claim 56[[1]], ~~further comprising a per-hit fee,~~ wherein at least one listing in said response is associated with said per-hit fee.

38. (Currently amended) The ~~method~~system of claim 37, ~~further comprising a variable per-hit fee,~~ wherein said per-hit fee is said variable per-hit fee.

39. (Currently amended) The ~~method~~system of claim 38, further comprising influencing said variable per-hit fee by a number of hits and a period of time in which to measure said number of hits, wherein said number of hits and ~~a~~said period of time in which to measure said number of hits influence said variable per-hit fee.

40. (Canceled)

41. (Currently amended) The ~~method~~system of claim 56[[1]], wherein said plurality of listings includes a first listing, wherein said first listing is associated with more than one said per-hit fee type.

42-44. (Canceled)

45. (Currently amended) The ~~method~~system of claim 56[[44]], wherein said position adjustment factor does not relate to a listing-based attribute.

46. (Currently amended) The ~~method~~system of claim 56[[44]], ~~further comprising an advertiser profile,~~ wherein said position adjustment factor relates to ~~an~~said advertiser profile.

47. (Currently amended) The ~~methodsystem~~ of claim 56[[44]], ~~wherein further comprising~~  
influencing said position adjustment factor ~~is influenced~~ by ~~a~~said search attribute.

48. (Currently amended) The ~~methodsystem~~ of claim 56[[44]], wherein said position adjustment factor is derived from at least one of: a seniority; an aggregate monetary value; a number of listings; and an advertiser profile.

49. (Canceled)

50. (Currently amended) The ~~methodsystem~~ of claim 56[[44]], further comprising ~~a plurality of administrative rules and a record of advertiser attributes, wherein said administrator subsystem~~  
automatically settingsets said position adjustment factor in accordance with ~~said~~at least one administrative rule from a set of administrative rules and by accessing ~~said~~at least one advertiser attribute from a set of advertiser attributes.

51. (Canceled)

52. (Currently amended) The ~~methodsystem~~ of claim 50[[49]], wherein said administrative rules include at least one of: a category hierarchy and a geography hierarchy.

53. (Currently amended) The ~~methodsystem~~ of claim 56[[44]], wherein said position adjustment factor is not influenced by a monetary value.

54. (Currently amended) The ~~methodsystem~~ of claim 56[[44]], wherein said position adjustment factor is not solely influenced by a monetary value.

55. (Currently amended) The ~~method~~system of claim 56[[44]], wherein said position adjustment factor is not influenced by a per-hit fee, and wherein said position adjustment factor is not influenced by an enhanced display fee.

56. (Currently amended) A method for transmitting information in the form of a response to a request, comprising:

calculating a position adjustment factor for an affiliated listing to be included in the response;

influencing said position adjustment factor by a per-hit fee associated with the affiliated listing; and

using the position adjustment factor to influence the position of the affiliated listing associated with the position adjustment factor among a plurality of listings in the response, wherein said position adjustment factor influenced by a per-hit fee associated the with.

57. (Original) The method of claim 56, wherein calculating the position adjustment factor includes accessing an advertiser account record.

58. (Original) The method of claim 56, wherein the listings included in the response are not ordered in accordance to a bid amount associated with each listing.

59. (Currently amended) The method of claim 56, ~~wherein~~further comprising influencing calculating the position adjustment factor ~~is influenced~~ by an entity-based characteristic.

60. (Original) The method of claim 59, wherein the entity-based characteristic is at least one of: (a) an annual advertising budget; (b) a market capitalization value; (c) a subjective determination by an administrator.

61. (Currently amended) The method of claim 56, further comprising calculating~~wherein~~ the position adjustment factor ~~is calculated~~ without human intervention.

62. (New) A computer-readable medium including computer-executable instructions for transmitting information in the form of a response to a request, the instructions comprising instructions for:

calculating a position adjustment factor for an affiliated listing to be included in the response;

influencing said position adjustment factor by a per-hit fee associated with the affiliated listing; and

using the position adjustment factor to influence the position of the affiliated listing associated with the position adjustment factor among a plurality of listings in the response.